

Lord & Taylor

FIFTH AVENUE
TELEPHONE FITZROY 1900



A Special Purchase!

Women's Afternoon Gowns \$39.50

Many of these gowns are copies of Parisian models, and are made up to give the effect of elegance and luxury appropriate to semi-formal occasions. Velvet, crepe romaine, Georgette and Canton are the materials; rose, green, cocoa, grey, brown, navy and black are the colors; and various decorative arrangements of beads, velvet loops, self folds and draped girdles ornament them.

THIRD FLOOR



Women's Suit Blouses \$16.50

Delicately colored embroideries harmonize subtly with the soft shades of crepe de Chine in which these overblouses are developed—a warm grey, the cocoa that tones in with several tints of brown hair so well, the ever-popular beige, and the useful navy blue. The neck is gathered in peasant style, and the sleeves cut in loose raglan effect. These blouses are the correct thing for wear with two-piece winter suits.

THIRD FLOOR

Hudson Seal Coats (Dyed Muskrat) \$295, \$395

For comfortable every day wear in the outdoor life of autumn and for the grace and fashion of winter's social needs, a coat of Hudson seal (dyed muskrat) can always be counted upon to do its double duty. The 40-inch length means warmth without a single unnecessary ounce of weight, and in all of these coats there is the individually becoming touch of a contrasting fur for collar and cuffs.

FOURTH FLOOR

New Opera Pumps

Many a costume is made or marred by the choice of the shoe beneath it. It is because of the refinement of the opera pump, worn either with or without the flashing buckles of to-day that women of fashion feel so secure in wearing it in any one of the accepted colors and fabrics.

Brown and Black Satin, \$9.75
Patent Leather and Bronze Kid, 10.75
Black and Brown Velvet, 12.75
Silver Brocade, 12.75



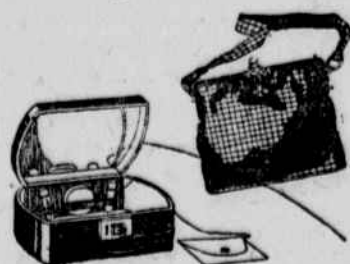
SECOND FLOOR

Real Lace Collars \$5.95

Collars of real lace—Duchesse and Rose Pointe—the kind you would ordinarily pay much more for. We made a most fortunate purchase, hence your opportunity.

Handbags \$4.95

In this assortment there are silk, duvetyne and chiffon velvet bags that have silk linings with inside compartments. Made in square-cut and melon shape, there is a variety of handles and catches just as there is a choice in color—black, brown, navy, taupe, beaver—but the quality is uniformly fine.



GROUND FLOOR

Party Cases \$5

Moire-lined and generously fitted, caught with lock and key, these personal little boxes are shown in tan, brown and grey beaver calf, and black patent leather and seal.



Women's Wide Cut

Wrap Coats \$97.50, \$115

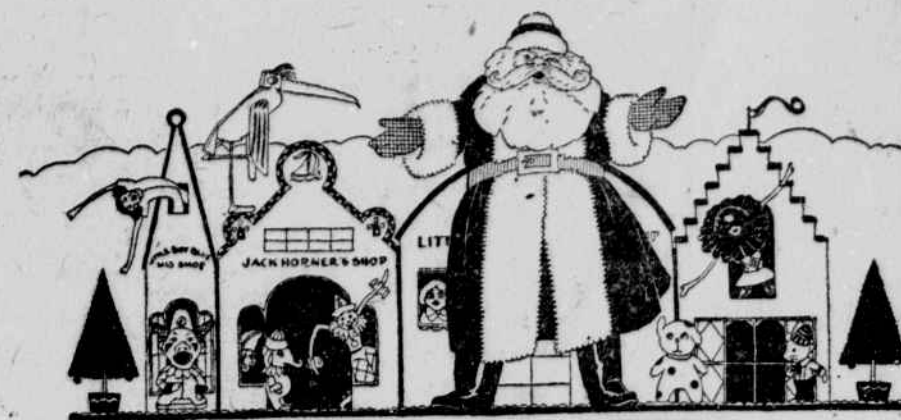
The loose graceful type of coat, demanded so often by our customers, is a specialty of the maker from whom we have purchased this group of women's wraps in blouse effects and straight line models. All the new winter colorings are included, the materials are luxurious pile fabrics of several different weaves, and the furs are beaver, squirrel, wolf, fox and a fine grade of caracul. An unusually interesting group of coats in both line and color.

THIRD FLOOR

Two-Piece Veldyne Suits \$125

There is a distinct return to the two-piece type of suit, worn among many smart women, with separate blouses, and this group of suits will especially appeal to them. The collar, pockets and cuffs are of glossy fox fur; the veldyne fabric has all the becoming depth of velvet without its perishable delicacy—veldyne cleans and steams up to look like new after months of wear—and the colors are taupe, brown, navy and Sorrento blue.

THIRD FLOOR



GOOD CHILDREN'S STREET

Santa Claus in Toyland

Toyland's Door Is Open,
Santa Claus Is Here,
With Open Arms He Welcomes
All Who Come From Far and Near.

New Surprises 'Wait You—
The Finest Toys We've Found.
And Don't Forget To Have a Ride
On The Jolly-Go-Round-and-Round.

TOYLAND—SEVENTH FLOOR

Christmas Gifts for the Wee Tots

Soft, cuddly things which bring comfort and joy to the youngest member of the family at Christmastide and long afterward. Starting at the bottom there are Booties, from 50c to \$1.95; Sacques and Sweaters, infants' sizes, from \$1.25 to \$5.95; Sweater Sets, pink, white or blue, 1 and 2 year sizes, \$7.50; while ending at the top there are Angora Caps, \$4.95 and \$5.95.

For warm, downy sleeping things there are Knitted Afghans, \$2.95 to \$7.50; Blankets, Beacon made, 75c to \$2.95; also wool mixtures, \$2.95 to \$5.95; Bunnings, \$2.95 to \$7.50; Pillow Covers, 95c to \$2.95, and Quilts, bassinet size, \$2.95 to \$7.50.

FOURTH FLOOR

Children's Book Week, Nov. 12-19

Books that delight children hold sway this week in the Bookshop. Their suitability for readers of tender age is carefully judged by an expert in children's literature. Here abound all the old favorites in both standard and new editions, as well as every new children's book of importance.

Old favorites which appear with new faces include such classics as Moby Dick, by Herman Melville, \$3.50, and Just So Stories, by Kipling, \$2.50, charmingly bound and illustrated in full color.

Gift books for the Christmas season may well be selected this week, while stocks are complete and an unhurried choice is possible.

BOOK SHOP—GROUND FLOOR

Sable Colored Silks and Velvets

Black Canton Crepe—Evenly woven, in good weight and quality. 40 inches wide, yard, \$2.95.

Black Crepe de Chine—A handsome dress material of excellent texture. 40 inches wide, yard, \$3.

Black Satin Crepe—The satin finish, the heavy weight, and the soft texture combine to make this a much desired fabric. 40 inches wide, yard, \$3.50.

Black Chiffon Velvet—Adequate to the demands of the finest draped gown or wrap, an excellent weight and finish. 40 inches wide, yard, \$4.50.

Black Brocaded Crepes—Several new, fascinating designs offer interesting possibilities for development. 40 inches wide, yard, \$6.50.

GROUND FLOOR

Underwear Sale—for One Week

Glove Silk Vests \$1.95—Filet or Irish edge, full length bodice tops. Pink or white. Sizes 34 to 42.

Glove Silk Drawers \$2.95—Filet or Irish trimmed, in pink or white. Sizes 5 to 7.

Glove Silk Pantalettes \$2.95—Heavy quality, cut full and reinforced. Navy, black, brown, grey, emerald and cocoa.

Heavy Weight Cotton Union Suits \$1—Low neck, sleeveless, knee length with French band top, reinforced. Regular and extra sizes.

Mercerized Cotton and Wool Union Suits \$2—French band top, reinforced. Low neck, no sleeves, knee length. Regular and extra sizes.

Silk and Wool Union Suits \$5.95—Low neck or bodice top, knee or ankle length. Sizes 34 to 38.

Glove Silk Top Union Suits \$1.95—With fine quality combed cotton bottoms, bodice or shoulder strap style, in pink or white. Sizes 34 to 46.

Jersey Wool Pantalettes \$3.95—Black, brown and green. Extra full reinforcing.

GROUND FLOOR

Girls' Underwear

Silk and Wool Union Suits—Dutch neck, elbow sleeves, knee or ankle length, and high neck, long sleeves, ankle length. Ages 3 to 5 years, \$3.25; 6 to 11 years, \$3.95; 12 to 16 years, \$4.75.

Cotton and Wool Vests or Pants—Low neck, no sleeves, or Dutch neck, elbow sleeve vests, knee or ankle length pants. Ages 3 to 6 years, \$1.25; 8 to 10 years, \$1.50; 12 to 16 years, \$1.75.

Cotton Waist Union Suit—Dutch neck, elbow sleeves, knee length. Ages 2 to 11 years, \$1.25.

FOURTH FLOOR

You Should Join the Merchants' Association

Because for 25 years it has served faithfully and well all lines of business; and because in order to continue and enlarge its activities it must have increased support in man power and financial resources.